

HOUSEHOLD QUESTIONNAIRE

This survey should be administered to a member of the household who is between 18 and 65 years of age.

For outcome questions, answer options that we interpret as answers that are in line with the norms modeled in our treatment videos are shown in green.

Please read the following description of the purpose and goals of the study:

Hello my name is XXX. This is an independent study carried out by researchers from Columbia University. It focuses on the views of everyday Ugandans such as yourself. That means that for most of the questions we are going to ask you, there is no right or wrong answer. We are just interested in what you think about a variety of issues. Everything you say will remain confidential. The results based on all anonymized survey responses will be published for an academic audience, and will also be made available to the general public.

ENUMERATOR: Please go on and read the informed consent form	
Would you like to proceed with the survey?	<ul style="list-style-type: none">• Yes• No
Did the respondent consent to the audio recording?	<ul style="list-style-type: none">• Yes• No
Thank you for agreeing to participate! Now, I'd like to ask a few questions about yourself.	

Section 1. General Information	
1.1) Date and time of the interview	Date: Hour: _____ Minute: _____
1.2) Enumerator name	
1.3) ID	
1.4) Re-enter the ID	
1.5) District	
1.6) County	
1.7) Subcounty	
1.8) Parish	
1.9) Trading center	
1.10) Village	
1.11) How many times has the respondent been visited (including this visit)?	

	Section 2. Personal and household's information	START TIME: __ : __	
Variable Name	Question	Answer Categories	Variable Type

female	2.1) DON'T ASK: Sex of the respondent	<ul style="list-style-type: none"> • <i>Male</i> • <i>Female</i> 	covariate
day	2.2) To begin, how would you describe your day today—has it been a typical day, a particularly good day, or a particularly bad day?	<ul style="list-style-type: none"> • Typical • Particularly good • Particularly bad 	covariate
age	2.3) How old are you?		covariate
Relationship_household_head	2.4) What is your relationship to the head of the household?	<ul style="list-style-type: none"> • Head of Household • Spouse / partner • Son / daughter • Son-in-law / daughter-in-law • Grandchild • Parent • Grandparent • Parent-in-law • Brother / sister • Niece / nephew • Aunt/Uncle • Other (<i>specify</i>) _____ • Don't know • Refuse to answer 	covariate

marital_status	2.5) What is your marital status?	<ul style="list-style-type: none"> • Married • Living as married • In a relationship • Divorced • Separated • Widowed • Single • Other (<i>specify</i>) _____ • Don't know • Refuse to answer 	covariate
	I'm going to ask you some questions about the members of your household.		
household_members	2.6) How many people are there in your household including yourself?		covariate
household_children	<p>If there is more than one person in the household:</p> 2.7) How many of them are children?		covariate
household_older	<p>If there is more than one person in the household:</p> 2.8) How many of the household members are older than you?		covariate
household_younger	<p>If there is more than one person in the household:</p> 2.9) How many of them are younger than you?		covariate
number_children	2.10) How many children have you ever had? (Indicate all births)		covariate

village_official	2.12) Are you or is somebody in your family an LC1 chairperson, a Nabakyaala, a VHT or a village committee member? Check all that apply.	<ul style="list-style-type: none"> ● You are an LC1 chairperson. ● You have a family member that is an LC1 chairperson. ● You are a Nabakyaala ● You have a family member that is a Nabakyaala ● You are a VHT ● You have a family member that is a VHT ● You are a village committee member ● You have a family member who is a village committee member ● You are a higher level counsellor (sub-county, county etc.) ● You have a family member who is a higher level counsellor (sub-county, county etc.) ● None ● Don't know ● Refuse to answer 	covariate
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frequency_discussion	2.14) How often do you discuss things that are going on in your village with your nearby neighbors?	<ul style="list-style-type: none"> • Every day • Almost every day • Once in a while • Almost never • Don't know • Refuse to answer 	covariate
travel_big_city	2.15) Have you ever lived or worked in or do you regularly travel to a big city like Masaka town, Jinja or Kampala?	<ul style="list-style-type: none"> • Yes • No • Don't know • Refuse to answer 	covariate
close_relatives	2.16) Do you have any close relatives such as parents, aunts/uncles, brothers/sisters or children who live in Kampala?	<ul style="list-style-type: none"> • Yes • No • Don't know • Refuse to answer 	covariate
same_village	2.18) When you were 16 years old, were you living in this same village?	<ul style="list-style-type: none"> • Yes • No • Don't know • Refuse to answer 	covariate
highest_grade	2.21) What is your highest completed grade at school?	<ul style="list-style-type: none"> • P1 • P2 • P3 • P4 • P5 • P6 • P7 	covariate

		<ul style="list-style-type: none"> • S1 • S2 • S3 • S4 • S5 • S6 • Polytechnic • Informal Training • College/University • None • Don't know • Refuse to answer 	
read_write	<p>2.21b) If 2.21) is P7 or below: Can you read and write?</p>	<ul style="list-style-type: none"> • Read only • Write and read • Write only • None • Don't know 	covariate
	<p>2.21b) If 2.21) is S1 or above, ask politely: So, I assume you can read and write, right?</p>	<ul style="list-style-type: none"> • Read only • Write and read • Write only • None • Don't know 	covariate

main_language	2.22) What is the main language you speak at home? <i>Enumerator: Do not read out answer options.</i>	<ul style="list-style-type: none"> • English • Luganda • Runyankole • Runyoro • Lusoga • Lumasaaba • Lukhonjo • Lunyole • Ateso • Acholi • Alur • Lugbara • Madi • Japadhola • Lusamia • Lugwere • Rukiga • Rutooro • Langi • Kupsabinyi • Ngakarimajong • Rutagwenda • Rufumbira • Runyarwanda • Rululi • Rusongora 	covariate
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		<ul style="list-style-type: none"> • Aringa • Swahili • Kumam • Lulamogi • Sudanase • Kakwa • Mwamba • Kebu • Lendu • Other (<i>specify</i>) _____ • Don't know • Refuse to answer 	
	<p>2.23) Which other languages do you speak? <i>Enumerator: Do not read out answer options.</i></p>	<ul style="list-style-type: none"> • Kupsabinyi • Ngakarimajong • Rutagwenda • Rufumbira • Runyarwanda • Rululi • Rusongora • Aringa • Swahili • Kumam • Lulamogi • Sudanase 	

		<ul style="list-style-type: none"> • Kakwa • Mwamba • Kebu • Lendu • Other (<i>specify</i>) _____ • Don't know Refuse to answer 	
tribe	2.24) To which tribe do you belong? <i>Enumerator:</i> <i>Do not read out answer options.</i>	<ul style="list-style-type: none"> • Muganda • Munyankole • Munyoro • Musoga • Mugishu • Mukhonjo • Munyole • Ateso • Acholi • Alur • Lugbara • Madi • Japhadhola • Musamia • Mugwere • Mukiga • Mutooro • Langi • Sabinyi 	Covariate

		<ul style="list-style-type: none">• Karamajong• Mutagwenda• Mufumbira• Munyarwanda• Mululi• Mulundi• Musongora• Aringa• Kumam• Mulamogi• Kakwa• Aliba• Munyala• Ugandan only• Doesn't think in those terms• Other (<i>specify</i>)_____• Don't know• Refuse to answer	
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	<p>If 2.24 not “Ugandan only”, “Does not think in those terms”, “Refuse to answer”, “Don’t know”:</p> <p>2.25) Which feels more important to you, being a Ugandan or being a [respondent’s tribe]. Which of the following statements best expresses your feelings?</p>	<ul style="list-style-type: none"> • I feel only Ugandan, • I feel more Ugandan than [respondent’s tribe], • I feel equally Ugandan and [respondent’s tribe], • I feel more [respondent’s tribe] than Ugandan, • I feel only [respondent’s tribe] • Refuse to answer • Don’t know 	
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	Section 3. Free time expenditure	START TIME: __ : __	
Variable Name	Question	Answer Options	Type of Variable
main_activity	3.1) What is the main activity that you spend the most time on during the day? <i>Enumerator: Do not read answer options.</i>	<ul style="list-style-type: none"> • Farming • Fishing • Teaching classes • Taking classes • Livestock trading • Charcoal & firewood making 	covariate

		<ul style="list-style-type: none"> • Production of craft items • Construction • Wholesale/retail trade/shop • Restaurant/food preparation • Preparation of local drinks/brewery/saloon • Repair work • Tailoring • Housework/domestic work • Transport service • Taking care of relatives • Nothing • Other (<i>specify</i>)_____ • Don't know • Refuse to answer 	
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	<p>3.2) Here is a set of cards showing different activities. Think of the way you would spend time when you don't have work to do. Please consider these activities and pick the four you prefer most.</p>	<ul style="list-style-type: none"> ___ Quietly resting ___ Chatting with neighbors and friends ___ Going to a kibanda ___ Going to the market ___ Watching a sport event ___ Playing sports ___ Craft making (weaving of mats or baskets) ___ Watching television at home ___ Listening to the radio • Don't know <p>Refuse to answer</p>	
discussion	<p>3.3) Think about the conversations you have had with friends or family over the past week. Which of the following topics did you discuss, if any? <i>Enumerator: Read out each option and indicate all that apply.</i></p>	<ul style="list-style-type: none"> • Electricity shortages • Violence between men and women • Discrimination against different ethnic or religious groups • The plight of young women who have abortions • Access to clean drinking water • Teachers who don't come to school • Oil discoveries in Uganda • None of the above • Don't know • Refuse to answer 	Outcome (discussion)

	Section 4. Media consumption and usage	START TIME: __ : __	
Variable Name	Question	Answer Categories	Type of Variable
	4.1) How often do you read or listen to news on current events happening in Uganda from any source, be it radio, television, newspapers, internet, social media such as Facebook?	<ul style="list-style-type: none"> ● Never, ● Less than once a month, ● A few times a month, ● A few times a week, ● Every day ● Don't know ● Refuse to answer 	
	4.2) The 2016 Olympic games took place a couple of month ago. Do you <i>happen</i> to recall in what country the Olympic games were held? Which country was that? <i>Enumerator: Don't read out the answer options.</i>	<ul style="list-style-type: none"> ● Don't know ● Brazil ● A country other than Brazil ● Respondent has not heard of the Olympics ● Refuse to answer 	
	4.3) Which country did the Ugandan soccer team defeat in order to qualify for the Africa Cup of Nations ? <i>Enumerator: Don't read out the answer options.</i>	<ul style="list-style-type: none"> ● Don't know ● Comoros ● A country other than Comoros ● Can't remember which country 	

		<ul style="list-style-type: none"> • Refuse to answer 	
	4.4) On a typical day, how long did you spend watching TV in the last seven days, either at home or elsewhere? <i>Enumerator: Read out answer options.</i>	<ul style="list-style-type: none"> • Less than one hour a day • 1-2 hours a day • 2-3 hours a day • 3-4 hours a day • More than 4 hours a day • Never watch TV • Don't know • Refuse to answer 	
mobile_phone	4.5) How often do you use a mobile phone (to call, text, play games, etc.)?	<ul style="list-style-type: none"> • Never • Less than once a month • A few times a month • A few times a week • Every day • Don't know • Refuse to answer 	covariate

	Section 5. Welfare	START TIME: __ : __	
Variable Name	Question	Answer Categories	Type of Variable
living_conditions	5.1) In general, how do you rate your living conditions compared to those of others in the	<ul style="list-style-type: none"> • Worse • Same 	covariate

	village?	<ul style="list-style-type: none"> • Better • Don't know • Refuse to answer 	
living_conditions_tribe	5.2) Think about the condition of _____ [R's tribe]. Are their economic conditions worse, the same as, or better than other groups in this country?	<ul style="list-style-type: none"> • Worse • Same • Better • Don't know • Refuse to answer 	covariate
living_standard	5.3) Compared to your parents when they were the age you are now, do you think your own standard of living now is better, about the same, or worse than theirs was?	<ul style="list-style-type: none"> ● Worse ● Same ● Better ● Don't know ● Refuse to answer 	covariate
living_standard_children	5.4) When your children are at the age you are now, do you think their standard of living will be better, about the same, or worse than yours is now? ENUMERATOR: If you do not have children, think of your youngest nieces, nephews or cousins.	<ul style="list-style-type: none"> ● Worse ● Same ● Better ● Don't know ● Refuse to answer 	covariate
<i>Randomly give respondent one of the following 3 pairs of questions</i>			
	5.5) Compared to your parents do you think people your age are more hard-working, about the same, or less hard-working?	<ul style="list-style-type: none"> ● More hard-working ● About the same ● Less hard-working ● Don't know ● Refuse to answer 	

	5.6) When your children are at the age you are now, do you think they will be more hard-working, about the same, or less hard-working than people your age are now? <i>ENUMERATOR: If you do not have children, think of your youngest nieces, nephews or cousins.</i>	<ul style="list-style-type: none"> ● More hard-working ● About the same ● Less hard-working ● Don't know ● Refuse to answer 	
	5.7) Compared to your parents, do you think people your age are more religious, about the same or less religious?	<ul style="list-style-type: none"> ● More religious ● About the same ● Less religious ● Don't know ● Refuse to answer 	
	5.8) When your children are at the age you are now, do you think they will be more religious, about the same, or less religious than people your age are now? <i>ENUMERATOR: If you do not have children, think of your youngest nieces, nephews or cousins.</i>	<ul style="list-style-type: none"> ● More religious ● About the same ● Less religious ● Don't know ● Refuse to answer 	
	5.9) Compared to your parents, do you think people your age are more willing to help each other, about the same, or less willing to help each other?	<ul style="list-style-type: none"> ● More willing to help ● About the same ● Less willing to help ● Don't know ● Refuse to answer 	
	5.10) When your children are at the age you are now, do you think they will be more willing to help each other, about the same, or less willing to help each other than people your age are now?	<ul style="list-style-type: none"> ● More willing to help ● About the same ● Less willing to help ● Don't know 	

	<i>ENUMERATOR: If you do not have children, think of your youngest nieces, nephews or cousins.</i>	<ul style="list-style-type: none"> • Refuse to answer 	
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	Section 6. Values	START TIME: __ : __	
Variable Name	Question and Answer Categories		Type of Variable
	6.1) Now I will give you a pair of statements. Please tell me with which of the statements you agree more, even if you do not agree with either one completely.		
	a) Statement 1: It is best to do things as they have always been done. b) Statement 2: It is important to try out new ways of doing things even if these might not always work.	<ul style="list-style-type: none"> • Code 0 if the first statement is preferred • Code 1 if the second statement is preferred • Don't know • Refuse to answer 	
goals	6.2) Here is another set of cards, which show different goals. Please choose the three that are the most important to you.	<input type="checkbox"/> Reducing the number of people who don't have enough to eat every day <input checked="" type="checkbox"/> Reducing violence against girls and women <input type="checkbox"/> Reducing poor sanitation and infectious diseases <input checked="" type="checkbox"/> Reducing illiteracy <input type="checkbox"/> Reducing environmental pollution <input checked="" type="checkbox"/> Reducing the number of women dying after giving birth	Outcome (priorities)

		___ Reducing the lack of reliable electricity ___ Reducing the problems in access to credit • Don't know • Refuse to answer	
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	Section 7. Gender norms	START TIME: __ : __	
Variable Name	Question	Answer Categories	Type of Variable
	Do you agree or disagree with the following statements? There is no right or wrong answer - We are simply interested in your views on this issue.		
	7.1) It is much better if the man is the achiever outside the home and the woman takes care of the home and family.	<ul style="list-style-type: none"> • Agree • Disagree • Don't know • Refuse to answer 	
	7.2) A woman should not have to kneel when she greets a man.	<ul style="list-style-type: none"> • Agree • Disagree • Don't know • Refuse to answer 	
	7.3) If a woman earns more money than her husband, it's almost certain to cause problems	<ul style="list-style-type: none"> • Agree • Disagree • Don't know • Refuse to answer 	

	Section 8. IPV	START TIME: __ : __	
Variable Name	Question	Answer Categories	Type of Variable
	<i>ENUMERATOR: BEGINNING OF THE RECORDING</i>		
	In the next section, I will continue to ask you questions about your personal views on different issues. There is no right or wrong answer to these questions – We are simply interested in your opinion. Anything you say will be kept strictly confidential.		
	8.1) Suppose you visit your cousin and she tells you that her husband beat her severely and asks you for help. Suppose there are only two actions that you can take. Please tell us which one you would prefer to take.		
<i>Each action in line with the norm in the following four items has been randomly paired with one of the counter-normative actions in such a way that each respondent is asked only once about each possible action. See the attached document on outcome question randomization for details.</i>			
report_police	a) I would accompany her to the police to report the incident. b) I would calm her down and tell her that the situation is bound to get better <ul style="list-style-type: none"> ● Don't know ● Refuse to answer 		Outcome (conative attitude)
involve_lc1	a) I would express my sympathy for her but would tell her that every couple has to work it out for themselves b) I would get the LC1 chairperson involved (if 2.12 = “You are an LC1 chairperson: I would get involved to mediate the dispute in my role as the LC1 chairperson) ” <ul style="list-style-type: none"> ● Don't know 		Outcome (conative attitude)

	<ul style="list-style-type: none"> ● Refuse to answer 		
involve_parents	<p>a) I would talk to her parents and ask them to come by to help the couple find a peaceful solution</p> <p>b) I would advise her to try harder to please her husband and things will likely improve.</p> <ul style="list-style-type: none"> ● Don't know ● Refuse to answer 		Outcome (conative attitude), pro-norm action explicitly modeled
involve_nabakyala	<p>a) I would tell her that beating is often a sign of love and that she should try to work it out with her husband</p> <p>b) I would notify the Nabakyala and ask her to mediate the dispute. (if 2.12 = "You are a Nabakyala": I would mediate the dispute in my role as the Nabakyala)</p> <p>c)</p> <ul style="list-style-type: none"> ● Don't know ● Refuse to answer 		Outcome (conative attitude), pro-norm action explicitly modeled
	8.2) In your opinion, does a man have good reason to hit his wife if..?		
disobey	a) she disobeys him	<ul style="list-style-type: none"> • Yes • No • Don't know • Refuse to answer 	Outcome (cognitive attitude)
	IF 8.2a)=Yes: 8.2a_1) Should she be slapped or should more force be used than that?	<ul style="list-style-type: none"> • Slapped • More force than that 	
	IF 8.2a)=No: 8.2a_2) What if she persists in disobeying the husband?	<ul style="list-style-type: none"> • Yes • No 	

	Does he then have good reason to hit her?		
	<i>Randomly Assign one of the following three questions</i>		
chatting	b) she spends a lot of time chatting with friends in the market	<ul style="list-style-type: none"> • Yes • No • Don't know • Refuse to answer 	Outcome (cognitive attitude)
financial_pressure	d) he is under immense financial pressure and becomes angry when she asks for money to buy food for the family	<ul style="list-style-type: none"> • Yes • No • Don't know • Refuse to answer 	Outcome (cognitive attitude)
housework	c) she does not complete her household work to his satisfaction	<ul style="list-style-type: none"> • Yes • No • Don't know • Refuse to answer 	Outcome (cognitive attitude)
	<i>ENUMERATOR: END OF THE RECORDING</i>		
	Now, let's talk not about your opinion but about the opinion of the people who live nearby.		
comm_disobeys	8.3) In some of the other villages we have visited, [some] people think that a man has good reason to hit his wife if she disobeys him, while [other] people in those communities do not think this is a good reason to hit one's wife. In <u>your</u> community, do people think a man has a good reason to hit his wife if she disobeys him?	<ul style="list-style-type: none"> • Yes • No • Don't know • Refuse to answer 	Outcome (cognitive norm)
	<i>Out of the following three questions, pick the one that corresponds to the scenario that was randomly assigned in the section on attitudes</i>		
comm_housework	8.4) Thinking of the opinions held by people in your community, do most people think that a man has a good	<ul style="list-style-type: none"> • Yes • No 	Outcome (cognitive norm)

	reason to hit his wife if she does not complete her household work to his satisfaction?	<ul style="list-style-type: none"> • Don't know • Refuse to answer 	
comm_chatting	8.5) Again, let's talk about the opinion of other people in your community. In your community, do most people think a man has a good reason to hit his wife if she spends a lot of time chatting with friends in the market?	<ul style="list-style-type: none"> • Yes • No • Don't know • Refuse to answer 	Outcome (cognitive norm)
comm_fmancial_pr essure	8.6) Do most people in your community think that a man has a good reason to hit his wife if he just lost his job and later that day becomes angry when she asks for money to buy food?	<ul style="list-style-type: none"> • Yes • No • Don't know • Refuse to answer 	Outcome (cognitive norm)
comm_intervene	8.7) If people in your community were to find out that a man was beating his wife or girlfriend, how would most of them react?	<ul style="list-style-type: none"> • They would either intervene themselves or get local leaders or the family to intervene. • They would mind their own business and let the couple work it out on their own. • Don't know • Refuse to answer 	Outcome (conative descriptive norm)
should_intervene	8.9) Suppose a man beats his wife almost every evening. In your view, should other people intervene or should they wait for the situation to improve on its own?	<ul style="list-style-type: none"> • They should intervene • They should wait for the situation to improve on its own. • • Don't know • Refuse to answer 	Outcome (conative prescriptive norm)

	Section 9. Society	START TIME: __ : __	
Variable Name	Question	Answer Categories	Type of Variable
	9.1) Let's talk for a moment about the kind of society we would like to have in this country. People have very different views on this matter. Which of the following statements is closest to your view? You don't necessarily have to agree with the statement, we are interested in which view comes closest to your own.		
	a) Statement 1: Citizens should be more active in questioning the actions of leaders. Statement 2: In our country, citizens should show more respect for authority.	<ul style="list-style-type: none"> • Statement 1 is closest to my view • Statement 2 is closest to my view • Don't know • Refuse to answer 	
	b) Statement 1: Government is responsible for the well-being of all its citizens and has an obligation to take care of them. Statement 2: People are responsible for their own well-being and have an obligation to take care of themselves.	<ul style="list-style-type: none"> • Statement 1 is closest to my view • Statement 2 is closest to my view • Don't know • Refuse to answer 	
	9.2) Please tell me whether you agree or disagree with the following statements:		
	a) It is always better to trust the judgement of the elders than to listen to the young people with new	<ul style="list-style-type: none"> • Agree • Disagree 	

	ideas.	<ul style="list-style-type: none"> • Don't know • Refuse to answer 	
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	Section 10. Teacher absenteeism	START TIME: __ : __	
Variable Name	Question	Answer Categories	Type of Variable
	In some of the villages we have visited, teachers miss many days or weeks of class when they should be teaching. Imagine that you find out that your child's teacher has been absent for 2 days this week during teaching hours. Suppose there are only two actions that you can take. Please tell us which one you would prefer to take.		
	<i>Each action in line with the norm in the following four items has been randomly paired with one of the counter-normative actions in such a way that each respondent is asked only once about each possible action. See the attached document on outcome question randomization for details.</i>		
find_tutor	10.1) a) find a tutor to instruct your child until the teacher comes back b) Tell the LC1 chairperson to investigate why the headmaster has allowed this problem to occur <ul style="list-style-type: none"> • Refuse to answer • Don't know 		Outcome (conative attitude)

pta	10.2) a) immediately begin organizing a PTA meeting, even if you know this might start some trouble b) wait another few days to see if the problem corrects itself <ul style="list-style-type: none"> • Refuse to answer • Don't know 	Outcome (conative attitude), pro-norm option explicitly modeled	
bring_up	10.3) a) ask the headmaster to put your child into a different classroom until the teacher returns b) bring it up in the village meeting <ul style="list-style-type: none"> • Refuse to answer • Don't know 	Outcome (conative attitude)	
assemble	10.4) a) assemble a group of parents and confront the teacher b) send your child to a school in the neighboring village, where the teachers always come to class <ul style="list-style-type: none"> • Refuse to answer • Don't know 	Outcome (conative attitude), pro-norm option explicitly modeled	
repeat_absence	10.7) Suppose a teacher is repeatedly absent from school during teaching hours. Which of the following statements comes closest to your view?	<ul style="list-style-type: none"> • Parents should call a meeting of the PTA and hold the school accountable for the teacher's absence. • Parents' intervention only leads to conflict and discord. It's better to leave the management of the school to the administrators. • Don't know • Refuse to answer 	Outcome (conative prescriptive norm)

village_action	10.8) Teachers are often absent during school hours. In some villages, parents wait to get all facts before taking any action, in order to avoid creating unnecessary conflict. In other villages, the parents immediately come together and confront the headmaster. What is your village like?	<ul style="list-style-type: none"> • More like the first villages, where parents wait to get all the facts • More like the second villages, where parents immediately confront the headmaster • Don't know • Refuse to answer 	Outcome (conative descriptive norm)
abs_efficacy	10.9) Some people think that it is hard to organize parents to do something about teacher absenteeism and that anything they achieve will quickly disappear. Other people think that parents can come together over a long stretch of time and reduce absenteeism. Which comes closest to your view?	<ul style="list-style-type: none"> • It is hard to organize if parents get together to do something about teacher absenteeism and anything they achieve will quickly disappear • Parents can come together over a long stretch of time and reduce absenteeism. • Don't know • Refuse to answer 	Outcome (efficacy)

	Section 11. Interaction with the state	START TIME: __ : __	
Variable Name	Question	Answer Categories	Type of Variable
	11.1) Imagine you've been robbed and you report the robbery to the police. How likely is it that the police officer will deal with the case in a satisfactory manner?	<ul style="list-style-type: none"> • Not at all likely • Somewhat likely • Very likely • Don't know • Refuse to answer 	

	<p>11.3) Which of the following statements comes closest to your view?</p>	<ul style="list-style-type: none"> ● It's the government's responsibility to provide all children a quality education. ● It's the parent's responsibility to ensure that their children receive a quality education even if it means that parents have to pay school fees. ● Don't know ● Refuse to answer 	
<p>spending</p>	<p>11.4) Suppose that the government has more money to spend on rural areas such as this one due to economic growth. If that happens, what would you most like to see the government spend on: <i>Enumerator: read out the options</i></p>	<ul style="list-style-type: none"> ● more police, ● more health centers and doctors, ● more schools and teachers, or ● more libraries and internet access. ● Don't know ● Refuse to answer 	<p>Outcome (priorities)</p>

	Section 12. Abortion	START TIME: __ : __	
<i>In the following section, answer options that refer to actions in line with the norm modelled in our videos are marked in green.</i>			
Variable Name	Question	Answer Categories	Type of Variable
	<i>ENUMERATOR: START THE RECORDING</i>		
	In the next section, I will continue to ask you questions about your personal views on different issues. There is no right or wrong answer to these questions – We are simply interested in your opinion. Anything you say will be kept strictly confidential.		
	Suppose that a girl in your neighborhood has had a deliberate abortion. She has been ostracized from the community and people seem to have turned their backs on her.		
involved	12.1) In this situation, two of your friends make the following two statements. Which friend would you agree with?	<ul style="list-style-type: none"> • She made her choice and has violated God’s rule and we should not get involved • Regardless of what this girl did, we should be a friend to her and try to help her. • Don’t know • Refuse to answer 	Outcome (conative attitude), pro-norm option explicitly modeled
involved_comm	12.2) What do you think most others in your community think about this issue?	<ul style="list-style-type: none"> • She made her choice and has violated God’s rule, it is better not to get involved. • Regardless of what this girl did, we should try to help her. • Don’t know • Refuse to answer 	Outcome (conative descriptive norm)

involved_doct	12.3) If the girl who had the deliberate abortion went to the hospital for medication, do you think doctors would look down on her?	<ul style="list-style-type: none"> • Yes • No • Don't know • Refuse to answer 	Outcome (conative descriptive norm)
	Imagine that a niece from another village is staying with you in order to attend school. And imagine you come home and find her sick. She confides to you that she had a deliberate abortion and is scared about what will happen if others find out. Suppose there are only two actions that you can take. Please tell us which one you would prefer to take.		
<i>Each action in line with the norm in the following two items has been randomly paired with one of the counter-normative actions in such a way that each respondent is asked only once about each possible action. See the attached document on outcome question randomization for details.</i>			
vht	12.4a) <ul style="list-style-type: none"> a) Before doing anything else, I would scold her for having sinned. b) I would get the VHT to counsel her even though the VHT may not have any medicine that would help <ul style="list-style-type: none"> • Don't know • Refuse to answer 		Outcome (conative attitude)
	Suppose instead that these were the two actions you could take. Which one would you prefer to take?		
see_doctor	12.4b) <ul style="list-style-type: none"> a) The first thing I would do is take her to the doctor b) I would advise her to pray and urge her to get advice from her religious leader. <ul style="list-style-type: none"> • Don't know • Refuse to answer 		Outcome (conative attitude), pro-norm option explicitly modeled

	A woman from your village who has eight children tells you that she has terminated her recent pregnancy by eating roots. She feels very guilty and upset. Suppose again that there are only two actions that you can take. Please tell us which one you would prefer to take.		
<i>Each action in line with the norm in the following two items has been randomly paired with one of the counter-normative actions in such a way that each respondent is asked only once about each possible action. See the attached document on outcome question randomization for details.</i>			
advise_counselling	12.5a) a) I would tell her that there are many women who have abortions and advise her to go see the Nabakyala for counselling. (if 2.12 = “You are a Nabakyala: I would tell her that there are many women who have abortions and offer her to give her advice in my role as the Nabakyala.) b) I would listen to her but I would tell her that I am morally opposed to abortion.		Outcome (conative attitude)
compassion	12.5b) a) I would express my disapproval of the decision she has made and tell her to ask God for forgiveness. b) I would show compassion to her and stand by her as a friend.		Outcome (conative attitude), pro-norm option explicitly modeled
	12.6) If a deliberate abortion could be done completely safely with no risk for the mother’s health, do you approve or disapprove of the deliberate abortion under the following circumstances?		
moth_health	a) Where the pregnancy puts the mother's health at risk	<ul style="list-style-type: none"> • Approve • Disapprove • Don’t know • Refuse to answer 	Outcome (cognitive attitude)
no_children	b) Where a married couple does not want to have any more children	<ul style="list-style-type: none"> • Approve • Disapprove 	Outcome (cognitive attitude)

		<ul style="list-style-type: none"> • Don't know • Refuse to answer 	
	<i>ENUMERATOR: END OF THE RECORDING</i>		
turn_back	12.7) Imagine that a woman from your community had a deliberate abortion. How many people in your community will turn their backs on her?	<ul style="list-style-type: none"> • No one • Only a few people • Most people • Almost everyone 	Outcome (conative descriptive norm)
welcome_school	12.8) Are girls who have had an abortion welcome to go back to school or will they face hostility from their teachers?	<ul style="list-style-type: none"> • They are welcome • They will face hostility • Don't know • Refuse to answer 	Outcome (conative descriptive norm)
should_help	12.9) Suppose an adult woman had a deliberate abortion and is suffering from medical complications. In your view should other people help her or should they not help somebody who had a deliberate abortion?	<ul style="list-style-type: none"> ● They should help her. ● They should not help somebody who had a deliberate abortion. ● Don't know ● Refuse to answer 	Outcome (conative prescriptive norm)
abo_efficacy	12.10) Suppose a woman had a deliberate abortion and is suffering from medical complications. Some people think that if friends and family act quickly to bring her to a hospital, this will reduce the risk of death. Others believe that friends and family can do little to help her, since whether she recovers lies in the hands of God. Which comes closest to your view?	<ul style="list-style-type: none"> ● If friends and family take action quickly, this will reduce the risk of death. ● Actions taken by the friends and family are unlikely to help her, since whether she recovers lies in the hands of God. ● Don't know ● Refuse to answer 	Outcome (efficacy)

	Section 13. Religion	START TIME: __ : __	
Variable Name	Question	Answer Categories	Type of Variable
religion	13.1) What is your religion, if any? <i>Enumerator: do not read out</i>	<ul style="list-style-type: none"> • None • Christian only (i.e., respondents says only “Christian”, without identifying a specific sub- group) • Roman Catholic • Protestant only (i.e., respondents says only “Protestant”, without identifying a specific sub- group) • Anglican • Lutheran • Jehovah’s Witness • Seventh Day Adventist • Pentecostal (e.g., “Born Again” and/or “Saved”) • Evangelical • Muslim • Traditional/ethnic religion • Atheist (Do not believe in a God) • Hindu • Bahai • Agnostic (Do not know if there is a God) 	covariate

		<ul style="list-style-type: none"> • Other (<i>specify</i>) _____ • Refused to answer • Don't know • Refuse to answer 	
religious_service	13.2) In a typical week, how many times a week do you attend a religious service in a mosque, church or temple?		covariate
pray_private	13.3) How often do you pray in private, just by yourself?	<ul style="list-style-type: none"> • Several times a day • Once a day • Once a week • Several times each week • Only when attending religious services • Only on special holidays • Once a year • Less often than once a year • Never, practically never • Don't know • Refuse to answer 	covariate

	Section 14. Causality and superstition	START TIME: __ : __	
Variable Name	Question	Answer Categories	Type of Variable

witchcraft	14.1) In the last year do you know of a case in which someone was killed by witchcraft?	<ul style="list-style-type: none"> • Yes • No • Don't know • Refuse to answer 	covariate
	<p>If 14.1)=NO:</p> 14.1b) If not, do you think it is possible for someone to be killed by witchcraft?	<ul style="list-style-type: none"> • Yes • No • Don't know • Refuse to answer 	covariate
	14.2) Imagine the following situation: [A truck driver drove] / [A truck driver drove drunk] through your village and overran a small girl. The girl died. A group of men from your village got hold of the truck driver. Which statement comes closest to your view?	<ul style="list-style-type: none"> • The group of men should beat the truck driver to teach him a lesson. • The group should leave it to the police to investigate and to determine the truck driver's punishment. • Don't know • Refuse to answer 	
	<p>If 14.2) = The group of men should beat the truck driver to teach him a lesson.</p> 14.2b) Should the men beat the truck driver to death, or should they just rough him up?	<ul style="list-style-type: none"> • They should beat him to death • They should just rough him up 	
	If 14.2) = The group should leave it to the police to	<ul style="list-style-type: none"> • I am concerned that the police will 	

	<p>investigate and to determine the truck driver's punishment.</p> <p>14.2b) Are you concerned that the driver will bribe the police and get away without punishment, or do you trust the police to handle the case appropriately?</p>	<p>take a bribe</p> <ul style="list-style-type: none"> • I trust the police to handle the case appropriately 	
	<p>14.3) Imagine the following situation: A member of your community is yelling for help and claims to have been robbed. The accused thief has been surrounded by a group of people who want to beat him up [because they believe the police won't do anything]. Which action are you most likely to take?</p>	<ul style="list-style-type: none"> • I would join the group and join them in beating up the thief. • I would avoid the situation and mind my own business • I would try to calm the group down and tell them we should wait for the police. • Don't know • Refuse to answer 	

	<p>Section 15: Parent-child relationship, socialization and values</p>	<p>START TIME: __ : __</p>	
	<p>Now, we would like to know about what you would want for your [randomly assign: SONS / DAUGHTERS]. If you do not have at least one [same random assignment SON/ DAUGHTER], try to imagine what you would want if you had a [same random assignment SON/ DAUGHTER].</p>		
	<p>15.1) If you had to choose between the two, would you</p>	<ul style="list-style-type: none"> • Learn to be compassionate and 	

	prefer that your [random assignment from above: SONS / DAUGHTERS] learn to be compassionate and help those in need or that they become successful in life and make a lot of money?	<p>help those in need</p> <ul style="list-style-type: none"> ● Become successful in life and make a lot of money ● Don't know ● Refuse to answer 	
	15.2) Here is a list of qualities that children can be encouraged to learn at home. Which would you consider most important for your own children to have? Which would you consider the least important for your own children to have?	<ul style="list-style-type: none"> ● Hard work ● Creativity and inventiveness ● Unselfishness ● Obedience 	
job_kampala	15.3) Now imagine that one of your [Same random assignment as above: SONS / DAUGHTERS] had the choice to move to Kampala for a good job or to stay here. Would you prefer for [Same random assignment as before: HIM/HER] to move to Kampala or to stay here so that you can see them more often?	<ul style="list-style-type: none"> ● Take the job in Kampala ● Stay here 	covariate

Section 16			
Variable Name	Question	Answer Categories	Type of Variable
	Now I would like to talk about instances of assault that may have recently occurred in your community. Assault can take many forms. Assault can take many forms such as pushing, punching, bashing and hurting someone with a weapon. When a person forces another person to perform sexual acts that they don't want to do, this is also assault.		
	Let's talk now about any instances of assault in which someone was badly hurt or beaten in your community.		
beatings	16.1) As far as you know, roughly how many times has someone been badly hurt or beaten in your community since last September? Just give your best guess.	<ul style="list-style-type: none"> • Integer 	
women_beaten	If instances > 0: 16.1b)Of those incidents, how many of them involved	<ul style="list-style-type: none"> • Integer 	outcome (incidents and reporting)

	a woman being beaten?		
reporting	[If incidences of violence against women >0] 16.1c) As far as you know, were the Nabakyaala, the LC1, or the police told about any of those incidents in which a woman was beaten? Check all that apply.	<ul style="list-style-type: none"> • Nabakyaala • LC1 • Police • None • Don't know • Other, Specify (if respondent mentions another actor) • Refuse to answer 	outcome (incidents and reporting)
	In many of the villages we have visited, husbands sometimes beat their wives.		
beating_frequency	16.2) Thinking back over the past two months, would you say that this happened more than about once a week in your community?	<ul style="list-style-type: none"> • Yes • No • Don't know • Refuse to answer 	outcome (incidents and reporting)
	[If yes] 16.2b) Did it happen just about once a week, or almost every day?	<ul style="list-style-type: none"> • Just about once a week • Almost every day • Don't know • Refuse to answer 	

	[If no] 16.2b) Did it happen about once a month, less than once a month, or almost never?	<ul style="list-style-type: none"> • About once a month • Less than once a month • Almost never 	
ipv_efficacy	16.3) Suppose a man beats his wife almost every evening. Some people think that if friends and family take action, they can stop the violence. Others believe that meddling in the couple's affairs won't help because things will eventually go back to how they were. Which comes closest to your view?	<ul style="list-style-type: none"> • If friends and family take action, they can stop the violence. • Meddling in the couple's affairs won't help because things will eventually go back to how they were • . • Don't know • Refuse to answer 	Outcome (efficacy)

Thank you very much for answering all our questions so far. We are now coming to the final part of our interview. This part will be very quick: I will just ask you some questions about the things you own.

	Section 17. Housing characteristics	START TIME: __ : __	
Variable Name	Question	Answer Categories	Type of Variable
	<i>Enumerator: Please fill in the answers for any questions that you can answer through direct observation.</i>		
dwelling	17.1) What type of dwelling does your household live in?	<ul style="list-style-type: none"> • Several huts/ houses used by the 	covariate

		same household • Single hut/ house • Hut/household shared by more than one household • Other (<i>Specify</i>) _____ _____	
	If the answer to the previous question is “Several huts/houses all in one compound”, please note that the following questions are about the main house your household lives in		
rooms	17.2) How many rooms does the house have? [<i>Incl. sitting rooms, dining room and bedrooms</i>]		covariate
walls	17.3) What is the main construction material of the walls?	• Mud • Mud bricks • Clay bricks • Stones • Burnt bricks • Blocket • Cement/Concrete • Wood/Bamboo • Iron Sheets • Plywood • Other (<i>Specify</i>) _____ _____	covariate

floor	17.4) What is the main construction material of the floor?	<ul style="list-style-type: none"> • Rammed earth • Mud • Mud bricks • Clay bricks • Stones • Burnt bricks • Cement/Concrete • Wood/Bamboo • Other(<i>Specify</i>) <hr/>	covariate
lighting	17.5) What is the main source of lighting?	<ul style="list-style-type: none"> • Kerosene Lamp • Gas Lamp • Candle • Pressure Lamp • Solar Light • Torches(Flashlights) • Electricity • Firewood • Lantern • Bio gas • Other (<i>Specify</i>) <hr/>	covariate

cooking	17.6) What is the main source of cooking fuel?	<ul style="list-style-type: none"> • Cattle dung • Charcoal • Fire wood • Kerosene • Electricity • Butane gas • Bio gas • Solar • Other <i>(Specify)</i> _____ _____	covariate

	Section 18. Assets	START TIME: __ : __	
Variable Name	Question	Answer Categories	Type of Variable
	Please tell me whether you own any of the following items.		
radio	18.1) Radio(s)	<ul style="list-style-type: none"> • Yes • No 	covariate
	18.2) TV set(s)	<ul style="list-style-type: none"> • Yes • No 	covariate
cell_phone	18.3) Cell phone(s)	<ul style="list-style-type: none"> • Yes • No 	covariate
	a) If 18.3) = Yes: does it connect to the internet and/or Facebook?	<ul style="list-style-type: none"> • Yes • No 	
	b) If 18.3) = Yes: how long does the battery last? (Indicate the length)		
	Indicate the unit.	<ul style="list-style-type: none"> • Minutes • Hours • Days 	•
chair	18.4) Chair(s)	<ul style="list-style-type: none"> • Yes • No 	covariate

sofa	18.5) Sofa set(s)	<ul style="list-style-type: none"> • Yes • No 	covariate
motor_cycle	18.6) Motor cycle(s)	<ul style="list-style-type: none"> • Yes • No 	covariate

Section 19. Compliance			
Variable Name	Question	Answer Categories	Type of Variable
	19.1) Recently, a series of four free films (Pirates of the Caribbean, Creed, Fast and Furious, Spy, Slumdog Millionaire, Oz The Great And Powerful) were screened in the kibanda in your trading center. Have you heard about the screenings and if so, how many screenings did you attend?	<ul style="list-style-type: none"> • 6 • 5 • 4 • 3 • 2 • 1 • 0 but knew about screenings • 0 did not know about the screenings • Don't know • Refuse to answer 	compliance
	19.2) Did your friends or family attend any of the screenings?	<ul style="list-style-type: none"> • Yes, friends and family • Yes, friends • Yes, family • No 	compliance

		<ul style="list-style-type: none"> • Don't know • Refuse to answer 	
	<i>BEGINNING OF RECORDING</i>	•	
	<p>If 19.1) > 0</p> <p>19.3) What do you recall about the content of the screenings? <i>Enumerator: Don't read. Check all that apply.</i></p>	<ul style="list-style-type: none"> • Recalls something about the movies • Recalls something about abortion • Recalls something about IPV • Recalls something about absenteeism • Other, specify • Does not recall 	
	<p>If 19.2 = "Yes, friends and family" or "Yes, friends" or "Yes, family" and 19.1 is not > 0, OR if 19.1) = "0 but knew about the screenings"</p> <p>19.4) What did you hear about the content of the screenings? <i>Enumerator: Don't read. Check all that apply.</i></p>	<ul style="list-style-type: none"> • Knows something about the movies • Knows something about abortion • Knows something about IPV • Knows something about absenteeism • Other, specify • Does not recall 	
	<i>END OF RECORDING</i>	•	•

Section 20. Concluding Questions			
Variable Name	Question	Answer Categories	Type of Variable

other_person	20.1) OBSERVE: Apart from the respondent, was there any other person present during the interview?	<ul style="list-style-type: none"> • Yes • No 	covariate
	20.2) If 20.1) = Yes: What is the relationship of the person(s) to the respondent? (Indicate all that apply)	<ul style="list-style-type: none"> • Spouse • Child • Parent • Other family member • Friend • Village chief • Domestic helpers • Other, specify 	•
Thank you very much for your time. We have now come to the end of the interview. All answers that you gave during this interview will be confidential.			
	20.3) Would you be willing to participate in a follow-up survey that we may conduct in the future?	<ul style="list-style-type: none"> • Yes • No 	•
If you have any questions that you would like to ask, please feel free to do so now. Goodbye!			
living_conditions_compared	20.4) DON'T ASK: <i>Judging from what you see in the respondent's household, how would you rate his or her living conditions compared to those of others in the village?</i>	<ul style="list-style-type: none"> • <i>Much worse</i> • <i>Worse</i> • <i>Same</i> • <i>Better</i> • <i>Much better</i> • <i>Cannot judge due to lack of access to the respondent's house</i> 	covariate
	20.5) ENUMERATOR: Collect the GPS coordinate of the household.		